

**B**

ATTACHMENT B

# Home Shopping Club Tape Inventory Sheet

*All Running Times Approximate*

**BLOCK "A"**

Tape #1:	06/01/94	6 hrs.
Tape #2:	06/01/94	2 hrs. (recorded in standard play)
Tape #3:	06/01/94	6 hrs.
Tape #4:	06/01/94	6 hrs.

**BLOCK "B"**

Tape #1:	06/13/94	6 hrs.
Tape #2:	06/13/95	6 hrs.
Tape #3:	No tape exists.	
Tape #4:	06/14/94	6 hrs.

**BLOCK "C"**

Tape #1:	06/16/94	6 hrs.
Tape #2:	06/16/94	6 hrs.
Tape #3:	06/16/94	6 hrs.
Tape #4:	06/16/94	6 hrs.

**BLOCK "D"**

Tape #1:	06/17/94	6 hrs.
Tape #2:	06/17/94	6 hrs.
Tape #3:	06/17/94	6 hrs.
Tape #4:	06/17/94	6 hrs.

**BLOCK "E"**

Tape #1:	06/18/94	6 hrs.
Tape #2:	06/18/94	6 hrs.
Tape #3:	06/18/94	6 hrs.
Tape #4:	06/18/94	6 hrs.

**BLOCK "F"**

Tape #1:	06/19/94	6 hrs.
Tape #2:	06/19/94	6 hrs.
Tape #3:	06/19/94	6 hrs.
Tape #4:	No tape exists.	

**ATTACHMENT B****Home Shopping Club Tapes Being Offered into Testimony, Inventory of Tapes****BLOCK "G"**

Tape #1:	06/20/94	6 hrs.
Tape #2:	06/20/94	6 hrs.
Tape #3:	06/20/94	6 hrs.
Tape #4:	06/20/94	6 hrs.

**BLOCK "H"**

Tape #1:	06/21/94	6 hrs.
Tape #2:	06/21/94	6 hrs.
Tape #3:	06/21/94	6 hrs.
Tape #4:	06/21/94	6 hrs.

**BLOCK "I"**

Tape #1:	06/22/94	6 hrs.
Tape #2:	06/22/94	6 hrs.
Tape #3:	06/22/94	6 hrs.
Tape #4:	06/22/94	6 hrs.

**BLOCK "J"**

Tape #1:	06/23/94	6 hrs.
Tape #2:	06/23/94	6 hrs.
Tape #3:	06/23/94	6 hrs.
Tape #4:	06/23/94	6 hrs.

**BLOCK "K"**

Tape #1:	06/24/94	6 hrs.
Tape #2:	06/24/94	6 hrs.
Tape #3:	06/24/94	6 hrs.
Tape #4:	06/24/94	6 hrs.

**BLOCK "L"**

Tape #1:	06/25/94	6 hrs.
Tape #2:	06/25/94	6 hrs.
Tape #3:	06/25/94	6 hrs.
Tape #4:	06/25/94	6 hrs.

**BLOCK "M"**

Tape #1:	06/26/94	6 hrs.
Tape #2:	06/26/94	6 hrs.
Tape #3:	06/26/94	6 hrs.
Tape #4:	06/26/94	6 hrs.

**ATTACHMENT B****Home Shopping Club Tapes Being Offered into Testimony, Inventory of Tapes****BLOCK "N"**

Tape #1:	06/27/94	6 hrs.
Tape #2:	06/27/94	6 hrs.
Tape #3:	06/27/94	6 hrs.
Tape #4:	06/27/94	6 hrs.

**BLOCK "O"**

Tape #1:	06/28/94	6 hrs.
Tape #2:	06/28/94	6 hrs.
Tape #3:	06/28/94	6 hrs.
Tape #4:	06/28/94	6 hrs.

**BLOCK "P"**

Tape #1:	06/29/94	6 hrs.
Tape #2:	06/29/94	6 hrs.
Tape #3:	06/29/94	6 hrs.
Tape #4:	06/29/94	6 hrs.

**BLOCK "Q"**

Tape #1:	06/30/94	6 hrs.
Tape #2:	06/30/94	6 hrs.
Tape #3:	06/30/94	6 hrs.
Tape #4:	06/30/94	6 hrs.

**TOTAL****392 Hrs.**

C

# ATTACHMENT C

## Promotional/PSA/ID Break Count

The following is an enumeration of the breaks that occurred within the 392 hours of Home Shopping Club programming as contained on the VHS tapes which I reviewed, representing BREAKS PER TAPE and not MINUTES:

### Group A:

Tape #1 7  
#2 2  
#3 6  
#4 7

### Group G:

Tape #1 7  
#2 6  
#3 6  
#4 6

### Group M:

Tape #1 6  
#2 6  
#3 6  
#4 6

### Group B:

Tape #1 6  
#2 6  
#3 No Tape  
#4 5

### Group H:

Tape #1 7  
#2 7  
#3 6  
#4 5

### Group N:

Tape #1 7  
#2 5  
#3 7  
#4 7

### Group C:

Tape #1 6  
#2 6  
#3 5  
#4 6

### Group I:

Tape #1 7  
#2 7  
#3 5  
#4 6

### Group O:

Tape #1 7  
#2 6  
#3 6  
#4 7

### Group D:

Tape #1 7  
#2 7  
#3 5  
#4 3

### Group J:

Tape #1 7  
#2 5  
#3 7  
#4 6

### Group P:

Tape #1 7  
#2 7  
#3 7  
#4 7

### Group E:

Tape #1 7  
#2 6  
#3 6  
#4 6

### Group K:

Tape #1 7  
#2 5  
#3 5  
#4 7

### Group Q:

Tape #1 7  
#2 7  
#3 7  
#4 7

### Group F:

Tape #1 6  
#2 6  
#3 4  
#4 No Tape

### Group L:

Tape #1 6  
#2 5  
#3 6  
#4 6

TOTAL

404 Breaks

D

ATTACHMENT D

# Missing Children Help Center

**Description:**

A series of 30-second Public Service Announcements sponsored by the Missing Children Help Center, produced in conjunction with the Home Shopping Network.

Each spot begins with the text graphic "HAVE YOU SEEN THESE MISSING CHILDREN?" The announcer's voiceover then intones, "Your help is needed to find these missing children."

Each spot focuses on two children. Separate slates list their names, birth dates, the date they were last seen, the location from which they were missing and a brief description of the circumstances surrounding their disappearances; photos accompany the text.

PSA's air sporadically, ROS (Run of Schedule), usually in the first position following the :05 HSC ID.

**Objective:**

To solicit tips, information and donations about the missing children being featured. Viewers are urged to contact the national call center hotline:

Missing Children Help Center  
410 Ware Blvd., Suite 400  
Tampa, Florida 33619

(813) 623-KIDS



E

ATTACHMENT E

## Missing Children Help Center A Breakdown of Spots

States representing birthplaces of children or where they were last seen are listed in pairs corresponding to spots that were shared during the taped portion of the broadcast day.

Group A:

Tape #1 ID, CO; PA, PA; MI, PA; FL, FL; VA, FL; ND, FL  
#2 TX, TX; MD, TX  
#3 NONE  
#4 TX, MI

Group B:

Tape #1 NONE  
#2 IN, OR; ND, FL  
#3 Tape #3 not included in shipment  
#4 TX, MI

Group C:

Tape #1 TX, FL; FL, IL  
#2 NC, NY  
#3 NY, CO  
#4 NONE

Group D:

Tape #1 WV, OH  
#2 NY, NY  
#3 NONE  
#4 NONE

Group E:

Tape #1 WV, OH; PA, OK  
#2 NONE  
#3 TX, FL  
#4 NONE

Attachment E  
Missing Children Help Center - A Breakdown of Spots

Group E:

Tape #1 NY, CO  
#2 NC, NY  
#3 NONE  
#4 Tape #4 not included in shipment

Group G:

Tape #1 NONE  
#2 AZ, CA; NY, NY  
#3 NONE  
#4 NONE

Group H:

Tape #1 WV, OH; FL, IL  
#2 NONE  
#3 TX, FL  
#4 NONE

Group I:

Tape #1 PA, OK; PA, OK; NY, CO; NY, NY; NC, NY; FL, IL  
#2 WI (2nd part of spot was upcut by network); AZ, CA  
#3 NONE  
#4 NONE

Group J:

Tape #1 TX, FL; FL, IL  
#2 NC, NY  
#3 NY, CO  
#4 NONE

Group K:

Tape #1 WV, OH  
#2 NY, NY  
#3 NONE  
#4 NONE

**Attachment E**  
**Missing Children Help Center - A Breakdown of Spots**

**Group L:**

Tape #1 WV, OH; PA, OK  
#2 NONE  
#3 TX, FL  
#4 NONE

**Group M:**

Tape #1 NY, CO  
#2 NC, NY  
#3 NONE  
#4 NONE

**Group N:**

Tape #1 NONE  
#2 AZ, CA; NY, NY  
#3 NONE  
#4 NONE

**Group O:**

Tape #1 WV, OH; FL, IL  
#2 AZ, CA  
#3 TX, FL  
#4 AZ, CA

**Group P:**

Tape #1 GA, PA; PA, OK; NY, CO; NY, NY; NC, NY; FL, IL  
#2 WI, FL; AZ, CA  
#3 NONE  
#4 NONE

Attachment E  
Missing Children Help Center - A Breakdown of Spots

Group Q:

Tape #1 TX, FL; FL, IL  
#2 NC, NY  
#3 NY, CO  
#4 NONE

Subtotals:

A=9	F=2	K=2	P=8
B=3	G=2	L=3	Q=4
C=4	H=3	M=2	
D=2	I=7.5*	N=2	
E=3	J=4	O=5	

Total Number of 30-Second Spots 65.5

\* Denotes spot that was up-cut where only one child missing from Wisconsin was aired.

F

ATTACHMENT F

CHILDREN MISSING  
FROM PENNSYLVANIA

Please see attached map for approximate locations in Pennsylvania  
(Attachment G).

Jessica Ann Smith  
Jennifer Lynn Smith (Sisters)  
Kingsley, Pennsylvania 18826  
County: Susquehanna  
DMA: Wilkes Barre-Scranton

Not in WTVE's Market;  
Approx. 120 Miles from  
Reading  
1 Airing

Kristle Elizabeth Bondello  
Langhorne, Pennsylvania 19047  
County: Bucks  
DMA: Philadelphia

In WTVE's Market;  
Approx. 40 Miles from Reading  
1 Airing

Louann Emma Bowers  
Thomasville, Pennsylvania 17364  
County: York  
DMA: Harrisburg-Lancaster-Lebanon-York

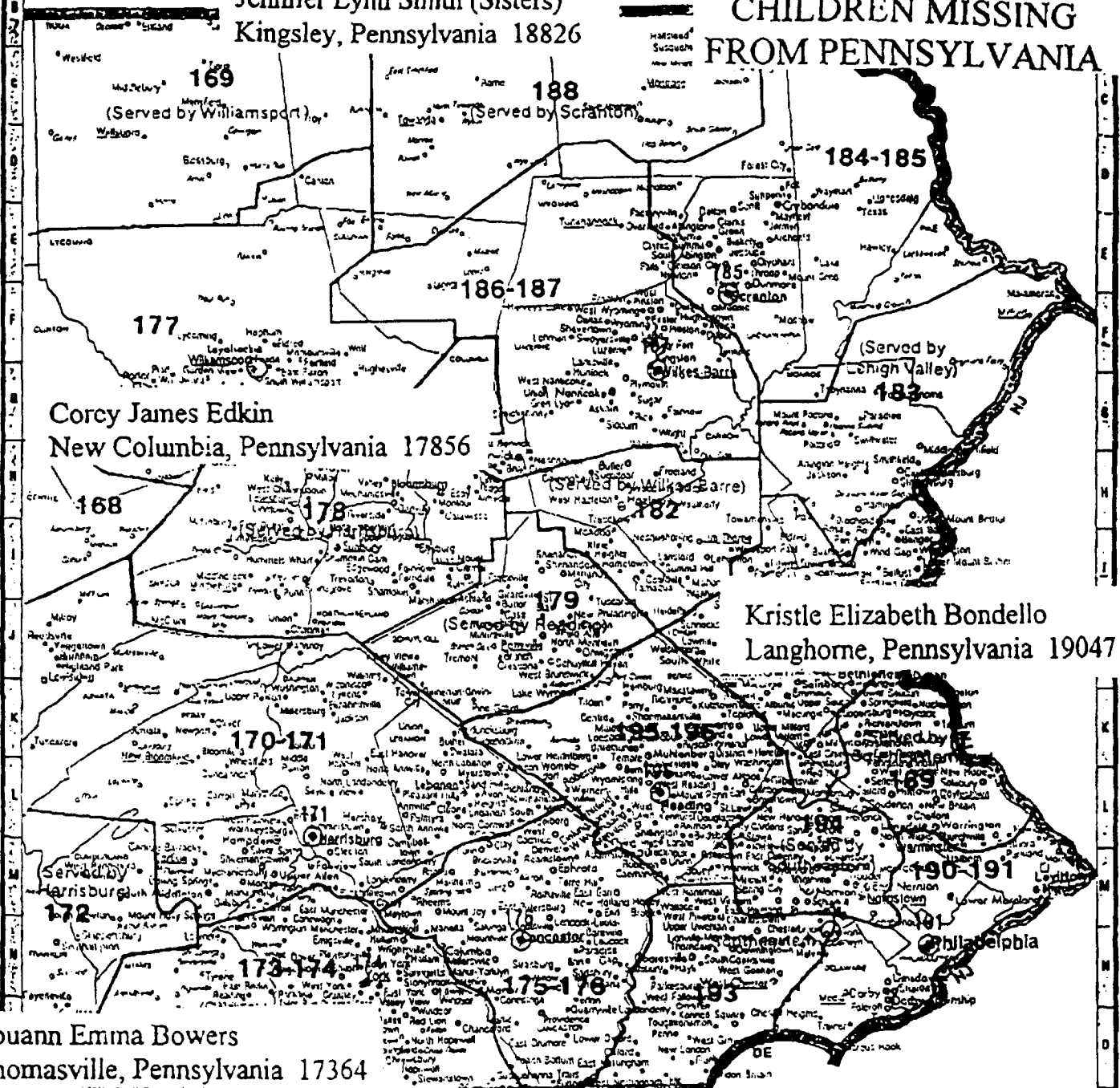
Not in WTVE's Market;  
Approx. 60 Miles from Reading  
5 Airings

Corey James Edkin  
New Columbia, Pennsylvania 17856  
County Area: Columbia/Montour/  
Northumberland/Snyder/Union  
DMA: Wilkes Barre-Scranton

Not in WTVE's Market;  
Approx. 50 miles from Reading  
1 Airing

Jessica Ann Smith  
Jennifer Lynn Smith (Sisters)  
Kingsley, Pennsylvania 18826

# CHILDREN MISSING FROM PENNSYLVANIA



Corcy James Edkin  
New Columbia, Pennsylvania 17856

Kristle Elizabeth Bondello  
Langhorne, Pennsylvania 19047

Louann Emma Bowers  
Thomasville, Pennsylvania 17364

Cleartype

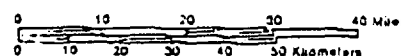
County-Town

**PENNSYLVANIA**  
(EAST)  
ZIP CODES  
NATIONAL AREA NO. 1

AMC

## Zip Code Symbols

- Section Center
- 972 • City which has its own 3 digit zip code (the number beside the symbol)
- 972 ⊙ City which has its own 3 digit zip code and also serves other city or cities as a section center



## Explanation of Symbols

- State Capital
- ⊙ County Seat
- Population Key

• 0-999	■ 25,000-49,999
• 1,000-2,499	■ 50,000-99,999
• 2,500-9,999	■ 100,000-249,999
• 10,000-24,999	■ 250,000-499,999
• 25,000-49,999	■ 500,000+



G

## ATTACHMENT G

# Analysis of Breaks

HSC promotional breaks fall at roughly 50 minutes after the hour. Length of breaks varies from three minutes and five seconds to four minutes and five seconds (on rare occasions even longer). Using three minutes and five seconds as an average yielded the following computation:

$$3:05 \text{ min.} \times 404 \text{ breaks} = 1,354 \text{ break minutes.}$$

This computes to a total of 22.5 hours of breaks contained within the VHS tapes that I reviewed.

There was only one thirty-second PSA devoted to a missing child in the Philadelphia DMA (half that, or 15 seconds when considering that the spot was shared with another missing child from elsewhere in the country), meaning that out of 22.5 hours of break content, a scant 15 seconds was devoted to a missing child who was barely within WTVE's broadcast radius.

**Exhibit 48 JOINT ENGINEERING STATEMENT OF  
MICHAEL D. RHODES, GARRISON C. CAVELL  
and JOHN A. LUNDIN**

Before the  
**FEDERAL COMMUNICATIONS COMMISSION**  
Washington, D.C. 20554

In re Applications of	)	MM Docket No. 99-153
	)	
READING BROADCASTING, INC.	)	File No. BRCT-940407KF
	)	
For Renewal of License of Station	)	
WTVE(TV), Channel 51,	)	
Reading, Pennsylvania	)	
	)	
and	)	
	)	
ADAMS COMMUNICATIONS	)	
CORPORATION	)	File No. BPCT-940630KG
	)	
For Construction Permit for a	)	
New Television Station On	)	
Channel 51, Reading, Pennsylvania	)	

**Joint Engineering Statement**

Both the undersigned parties agree to the area and population coverage analysis as found in the attached showing of the licensed facilities of WTVE(TV), the proposal of Adams Communications Corporation (BPCT-940630KG) and, if constructed, the facilities of Reading Broadcasting, Inc. authorized in BPMCT-940811KL.

Respectfully submitted,

ADAMS COMMUNICATIONS  
CORPORATION

By Michael D. Rhodes

Michael D. Rhodes

By Garrison C. Cavell  
Garrison C. Cavell

Cavell, Mertz & Davis, Inc.  
10300 Eaton Place, Suite 200  
Fairfax, Virginia 22030

May 10, 2000

READING BROADCASTING, INC.

By John A. Lundin  
John A. Lundin

duTreil, Lundin & Rackley, Inc.  
201 Fletcher Avenue  
Sarasota, Florida 34237

Date 6-12-00  
Reporter Jam Del Pano  
Disposition  
Presented by Reading  
Docket No. M-99-153 Exhibit No. 48  
Federal Communications Commission  
Received  
Identified ✓  
Rejected  
Rejected

TECHNICAL STATEMENT  
PREPARED ON BEHALF OF  
READING BROADCASTING, INC.

This Technical Statement has been prepared on behalf of Reading Broadcasting, Inc., licensee of television (TV) station WTVE on channel 51 at Reading, Pennsylvania. The statement provides information concerning a comparison between the predicted Grade B contours of station WTVE and that proposed by Adams Communications Corporation (Adams). Adams has filed an application (BPCT-940630KG) mutually exclusive with the WTVE license renewal application.

According to the Federal Communications Commission (FCC) TV database, station WTVE is licensed to operate on channel 51 with a non-directional (ND) antenna system (BLCT-800521KW). The visual effective radiated power (ERP) is 1450 kilowatts (kW). The antenna height above average terrain (HAAT) is 229 meters.

Station WTVE also holds a construction permit (CP) to move its site, install a directional antenna (DA) system, increase visual ERP, and increase antenna HAAT (BMPCT-940811KL). The maximum visual ERP is 5000 kW and the antenna HAAT is 395 meters.

Reading Broadcasting, Inc.

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The Adams application (BPCT-940630KG) proposes to operate on channel 51 at Reading with a non-directional antenna system. The proposed visual ERP is 5000 kW and the proposed antenna HAAT is 153 meters.

The FCC TV database has been employed for the pertinent technical information for individual assignments to determine the extent of the predicted Grade B contours. The extent of the contours is based on the FCC's normal prediction method using a digitized terrain database. Calculations have been made at 10 degree azimuth intervals. Population estimates are based on 1990 US Census information.

Figure 1 is a map showing the predicted Grade B (64 dBu) contours for the WTVE license, the WTVE CP, and the Adams application. The following is a summary of the estimated population (1990 Census) and land area within the predicted Grade B contours.

<u>Description</u>	<u>Population</u>	<u>Land Area</u>
WTVE License Grade B	3,119,889	14,128 sq km
WTVE CP Grade B	7,362,938	21,602
Adams Proposed Grade B	4,260,920	14,942

Figure 2 is a map comparing the predicted Grade B contours for the WTVE license and Adams application. The map includes the estimated population and land area within the common area (Grade B for both operations), the gain area (area served by Adams application but not by WTVE

Reading Broadcasting, Inc.

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license), and the loss area (area served by WTVE license but not by Adams application).

The FCC's TV database has been employed to determine the other authorized TV services available to the Grade B gain and loss areas shown in Figure 2. Figure 3 is an overlay showing the predicted Grade B contours for the WTVE license and Adams application, plus the predicted Grade B contours for the other authorized TV services available to the gain and loss areas. The contours are identified by letter(s), which correspond to the stations listed in Figure 4. The numbers in the gain/loss areas indicate the number of other authorized Grade B services available to that portion. As shown, the gain/loss areas are well served with at least 6 other authorized TV services available.

Figure 5 is a map showing a comparison of the predicted Grade B contours for the WTVE CP and the Adams application. The estimated population and land area values for the common region (Grade B for both operations), the gain region (area served by Adams application but not by WTVE CP), and the loss region (area served by WTVE CP but not by Adams application).

Figure 6 is an overlay showing the predicted Grade B contours for the WTVE CP and Adams application, plus the predicted Grade B contours for the other authorized TV services available to the gain and loss

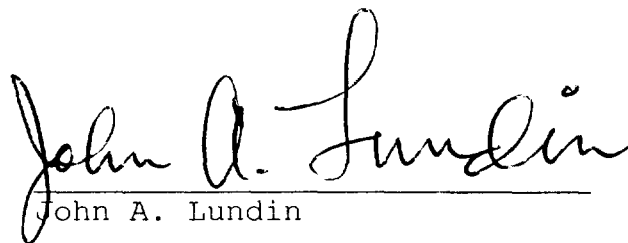


Reading Broadcasting, Inc.

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areas. The contours are identified by letter(s), which are further identified on Figure 4. The numbers in the gain/loss regions indicate the number of other authorized Grade B TV services available to that portion. There are at least 6 other authorized TV services available to the gain/loss areas.

I declare under penalty of perjury that the foregoing is true and correct to the best of my personal knowledge.  
Executed on December 9, 1999.



John A. Lundin

du Treil, Lundin & Rackley, Inc.  
201 Fletcher Avenue  
Sarasota, Florida 34237